



ADVENTURES IN LIVING
www.visitidaho.org

IDAHO DIVISION OF TOURISM **MARKETING PLAN** 2010-2011



MISSION

The mission of the Idaho Travel Council and the Division of Tourism Development is to increase travel and visitor expenditures throughout all of Idaho in order to increase tax revenues and employment. The Council and Division will achieve this goal by increasing awareness and generating inquiries about Idaho's destination travel opportunities and encouraging the expansion of Idaho's travel service capability.

Idaho's marketing program focuses on the travel to and within Idaho that requires one or more overnight stays. Growth in the program will be a result of expanding the awareness of Idaho as a destination, thereby increasing the demand for accommodations within the state. The enhanced awareness of and demand for rooms in Idaho can be measured by:

1. HIGHER OCCUPANCY RATES
2. HIGHER HOTEL ROOM REVENUES
3. STIMULATING ADDITIONAL CAPITAL INVESTMENTS IN HOTEL & HOSPITALITY FACILITIES

Growth in state tax revenues paid by all travelers, including in-state residents, is a significant benefit to the state's economy.

2010-2011 MARKETING PLAN

With over \$3 billion* in domestic and international traveler spending, travel and tourism is Idaho's third largest industry and continues to grow in size and importance. To have a healthy industry and to compete for today's tourism dollar, the State must be marketed effectively. This responsibility is managed by the Idaho Department of Commerce, Division of Tourism Development, with the advice of the Idaho Travel Council. By law, all travelers, including in-state residents, pay a 2% room tax on hotels, motels and private campgrounds, thus generating the funds used to market Idaho.

This plan details the State's overall tourism program and identifies the main marketing components that support the industry on a year-round basis. It also addresses programs identified in the Strategic Work Plan for Tourism Development, including the Governor's Project 60, which sets forth a larger, more comprehensive plan to grow Idaho's Gross Domestic Product to \$60 billion. Project 60 focuses on systemic growth, domestic and international recruitment, commercialization of technology and growth in investment capital. More information can be found at www.commerce.idaho.gov.



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IDAHO'S TRAVEL INDUSTRY:

AN ECONOMIC ENGINE FOR IDAHO

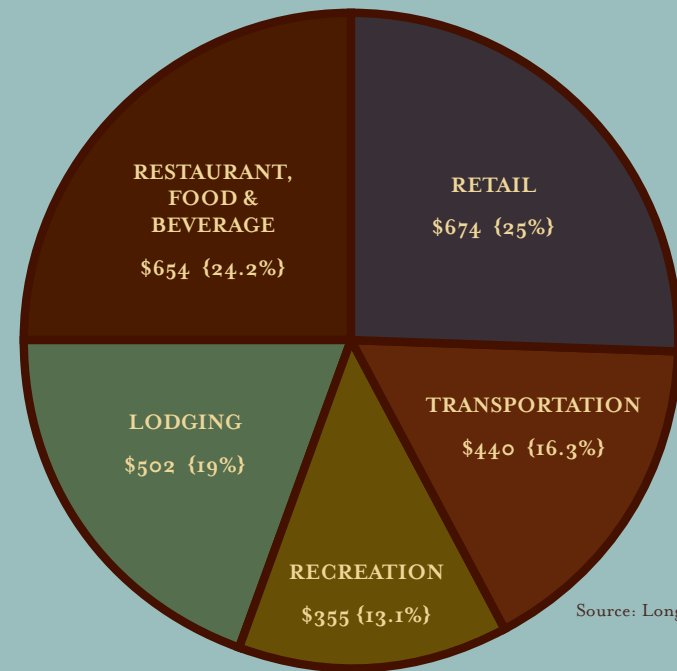
Based on Longwoods International Travel USA 2008 Visitor report, there were nearly 32 million person-trips made to Idaho in 2008, with 57% being day trips and 43% being overnight. Of the overnight trips, 84% were leisure.

DOMESTIC VISITOR SPENDING IN IDAHO GREW TO \$2.7 BILLION FOR 2008. WHEN ADDED WITH THE TOTAL INTERNATIONAL SPENDING, THE INDUSTRY REMAINED OVER \$3 BILLION.

Expenditures by travelers staying overnight averaged \$407 per travel party if they were traveling for leisure purposes and \$288 per travel party if they were traveling for business purposes.

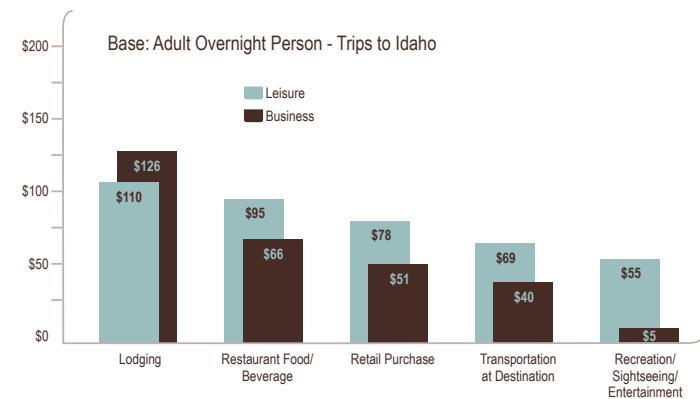


TOTAL DOMESTIC VISITOR SPENDING IN IDAHO – BY SECTOR {IN MILLIONS} Total Domestic Visitor spending = \$2.7 Billion



Source: Longwoods 2008

More economic impact travel information on Idaho located at www.commerce.idaho.gov/travel and www.poweroftravel.org.



Source: Longwoods 2008

PROFILE OF A TYPICAL IDAHO TRAVELER

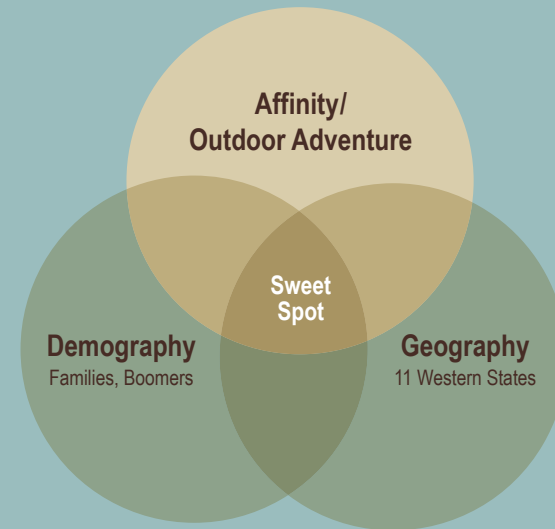
Idaho visitors are different from the typical United States resident. Understanding who these people are is key to finding others with similar traits. We know that Idaho visitors are more likely to:

1. BE MARRIED WITH FAMILIES
2. HAVE SOME COLLEGE EDUCATION
3. HAVE LOWER TO MIDDLE INCOMES
4. BE BETWEEN 25-64 IN AGE
5. LIVE IN NEARBY STATES (MOUNTAIN, PACIFIC, WEST COAST)
6. PARTICIPATE IN OUTDOOR/ADVENTURE ACTIVITIES
7. VISIT FRIENDS AND RELATIVES

Source: Longwoods 2008

TARGETING STRATEGY:

Finding travelers who are most likely to visit Idaho involves finding the intersection of demography, affinity and geography.



IDAHO'S TARGET GEOGRAPHIES

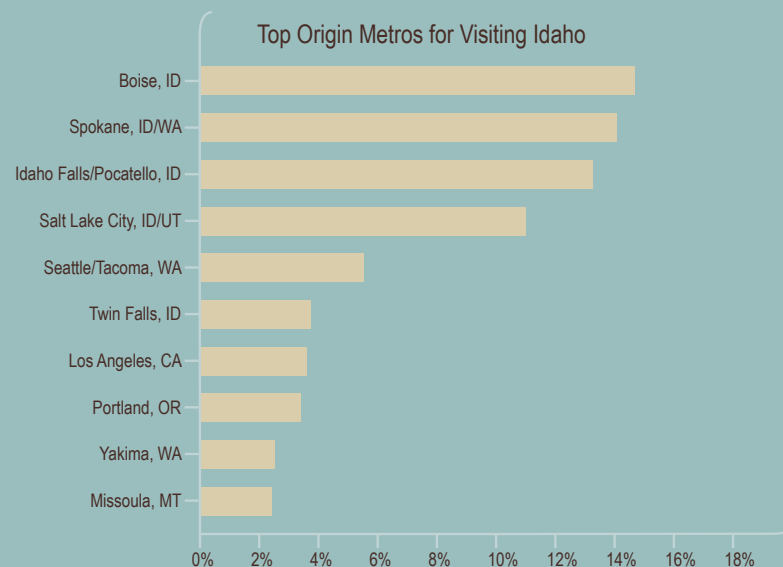
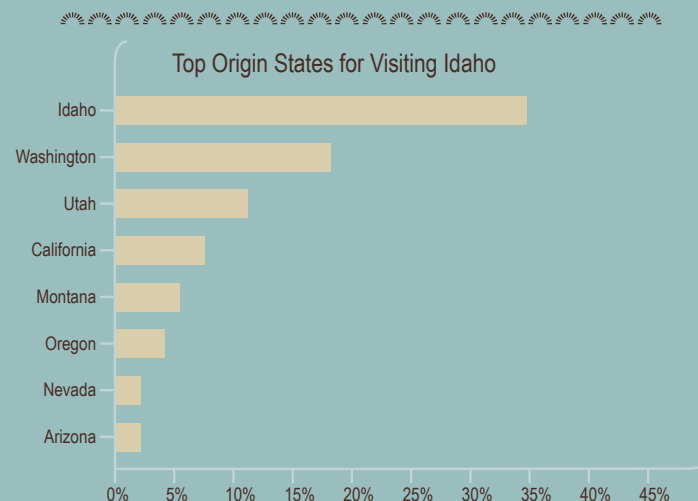
With a limited budget for Idaho tourism marketing, success will come through market focus, leveraged dollars and proper channeling. Addressing the right demographic market within the right geography will pay better dividends than a shotgun approach to all persons in all places. To this end, geographic attention is placed on the 11 Western states.

Three key variables work to benefit Idaho:

- ACCESS
- DIFFERENTIAL ADVANTAGE
- URBAN RESPITE

Time and distance are important to the visitor when deciding on a trip. Consequently, markets that have easy access to Idaho are more productive than those far away. Visitors like to see new scenery and experience new activities, attractions and events. Markets that are located in climates or topographies that are different from those found in Idaho provide a "differential advantage" for Idaho. Finally, Idaho's unhurried way of life is a draw to those who live and work in busy, crowded urban areas.

TOP ORIGIN STATES FOR VISITING IDAHO



Source: Longwoods 2008

IDAHO'S TARGET AFFINITIES

Idaho's travel and recreation attractions provide the opportunity to concentrate on specialized markets that have a natural interest in the state. These niche audiences are made up of all ages: boomers, family travelers, Gen X and Gen Y age groups and they are seeking adventure and new experiential travel.

Marketing and advertising efforts should focus primarily on affinities or activities in which the target audience participates, that naturally align with what Idaho offers, and that has potential for significant financial impact.

Secondary activities will be supported using lower cost options, such as:

- Blog stories
- Presence on VisitIdaho.org
- Public relations, when appropriate
- Search engine optimization & paid search
- Social media, when appropriate



HIGHLIGHTED NICHE MARKETS:

Ski/Snowboard: In conjunction with Idaho Ski Area Association, annual promotion of all seventeen ski resorts as well as other winter recreational opportunities through online advertising and sweepstake incentives.

Snowmobile/sled: Our two layered marketing approach for raising awareness, targeting snowmobilers and showcasing all of Idaho's sledding opportunities is directed at markets in the upper Midwest and Pacific Northwest and includes a cooperative effort with Montana and Wyoming. www.sledtherockies.org

Idaho Golf Trail: Promotion of the 14 courses and lodging opportunities of the Idaho Golf Trail as well as other golfing opportunities in the state at www.idahogoltrail.com

Idaho as a Motorcycle, RV and Private Pilot Friendly State: In collaboration with partners such as Harley-Davidson, Idaho Campground and RV Association and the Idaho Airstrip Network promotion of Idaho as a motorcycle, recreation vehicle and private pilot friendly state, particularly as it relates to scenic byways and back country airstrips.

Voluntourism Initiative: Travelers can make their leisure time more meaningful by combining tourism and volunteering through community service. Idaho's tourism database is well designed to identify and provide information on organizations, attractions and events that need volunteers.

Culinary Tourism: Establish a thriving niche market, in collaboration with Idaho Preferred and Idaho Wine Commission, to increase lodging revenue and educate travelers about the uniqueness of Idaho products in the culinary world.

Children in Nature Network: Continue to support www.beoutsidaidaho.org web gateway (within visitidaho.org platform) with educational elements along with encouragement of outdoor family activities.

White Water Trail: With the guidance of the Wild Rivers License Plate Advisory Panel, we evaluate projects and distribute Wild Rivers License Plate Funds to worthwhile organizations for marketing and safety education.

THE IDAHO MESSAGE:

AN OPPORTUNITY TO DEFINE OUR STATE

Launched in 2007, the state's Adventures in Living brand campaign seeks to promote Idaho's unique identity by creating greater national awareness and stimulating travel to and throughout the state. These messages are used throughout the state's marketing campaigns in a consistent, unified manner across all media forms. The program uses vivid scenery, inspirational copy, and real-life adventures to engage audiences in a very real and personal way.

For FY11, the marketing plan will continue to aggressively promote and position Idaho as an authentic destination to experience "Adventures in Living." The Great Idaho Getaway campaign has been re-newed, including the promotional contest, to lead this effort. Coupled with an integrated media plan, the campaign will continue to showcase the state in new and unique ways, with viral video content and rich media digital assets.

WWW.GREATIDAHOGETAWAY.ORG



Wirthlin identified other positive attributes that are ascribed to Idaho which were confirmed in the 2006 DK Shifflet study.

- AN IDAHO VACATION IS A GOOD VALUE
- IT'S A GOOD PLACE FOR FAMILIES WITH CHILDREN
- VISITORS TRAVEL A LONGER DISTANCE TO VACATION IN IDAHO
- IDAHO IS FILLED WITH BEAUTIFUL SCENERY, LAKES, RIVERS AND MOUNTAINS
- IDAHO'S UNIQUE IDENTITY IS EXPRESSED THROUGH THE DIVERSITY OF OUTDOOR RECREATION

These messages are used throughout the state's marketing plan in a consistent, unified manner across all media forms. The program uses spectacular scenery that is viewed as accessible and approachable to boomers and families and combined with copy that engages its audience in a very real way. The challenge in crafting messages about Idaho will be to get beyond the obvious.

Adventures in Living Campaign

- RUSTIC-CONTEMPORARY
- CONNECTION TO THE EXPERIENCE AND LOCATION
- A SENSE OF FAMILIARITY WITH IDAHO
- PROVIDE DEEPER, MORE MEANINGFUL PERSONAL EXPERIENCE
- INHERENT SPIRIT OF ADVENTURE
- AUTHENTIC QUALITY OF LIFE

MARKETING OBJECTIVES

GIVING FOCUS AND ACCOUNTABILITY

Clear-cut and succinct objectives keep the travel marketing program efficient, accountable, and measurable as well as producing a high return on investment.

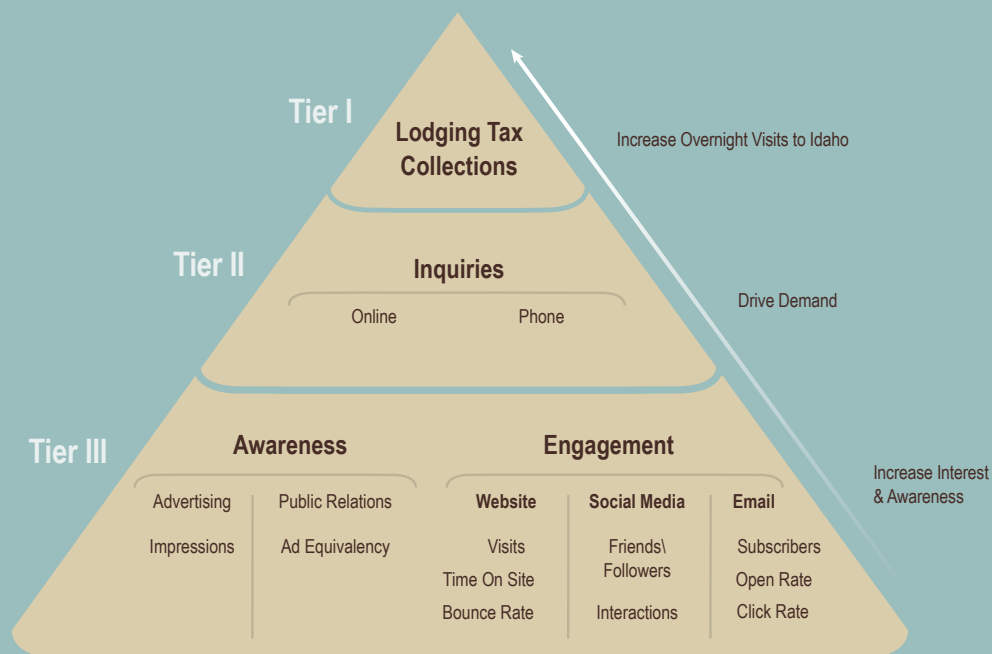
IDAHO'S MARKETING OBJECTIVES ARE:

- Increase lodging tax collections by generating overnight visits to Idaho
- Drive demand by creating inquiries
- Increase awareness and interest among target audiences about traveling to Idaho



MEASUREMENT & ACCOUNTABILITY

Defining clear metrics, tied to marketing objectives, allows us to monitor and improve marketing efforts over time, while increasing accountability.



{ MARKETING PROGRAM ELEMENTS

For a state of our size, Idaho's marketing program is one of the most efficient in the country, and it is regularly acknowledged for its high level of creativity. Such acknowledgement is the result of a marketing plan that is focused and effective at targeting travel prospects that have a higher likelihood of visiting.

Idaho's tourism marketing is a multi-faceted, comprehensive, year-round program with two main components: **State Program and Grants Program.**

While executed separately, these components are focused on two primary goals: **inform and inspire.**

The State and Grants Programs both inform potential visitors through a number of channels including websites, brochures and travel publications.

But simply informing visitors is not enough to stimulate travel. Visitors must be inspired to seek our information about traveling to our beautiful state. This inspiration role falls to domestic and international efforts in advertising and marketing. These programs will be executed using multiple branded social media platforms, developing enhanced digital assets on VisitIdaho.org and creating new partnerships with innovative Idaho companies.

Marketing Program Elements

Information Programs

Idaho Regional Travel Grant Program

Statewide Marketing

- Websites & Interactive
- Travel Publications & Information

Centers

- Public Relations & Social Media

Idaho Film Office

Travel Partners

Market Research

Inspiration Programs

Prime & Shoulder Season

- Magazine Advertising
- Online Advertising

Winter

- Ski/Snowboard
- Snowmobile

In-State Marketing

Special Events & Sports Marketing

RV & Scenic Byways

International Marketing

Co-Op Marketing

INFORMATION PROGRAMS

IDAHO REGIONAL TRAVEL GRANT PROGRAM

Created in 1981, the Idaho Regional Travel and Convention Grant Program is funded through a two percent lodging tax and collected by Idaho hotels, motels, and private campgrounds on the sale of rooms and camping sites.

Total lodging tax receipts are dispersed as follows:

- 10% TO ADMINISTRATION OF THE TAX
- 45% TO FUND TRAVEL PROMOTION STATEWIDE
- 45% TO THE REGION FROM WHICH IT CAME AS TRAVEL & CONVENTION PROMOTION GRANTS

The grant funds are used to stimulate and expand the state's travel and convention industry through local efforts and matching funds. The Division of Tourism Development administers and processes travel and convention promotion grants awarded by the Idaho Travel Council (ITC). Grants are awarded to non-profit organizations that have an established travel and convention promotion program in place. Thirty-two regional and four multi-regional organizations were awarded over \$2.5 million dollars in grants in FY11 grant year.

Award recipients include non-profit local and regional tourism development organizations such as chambers of commerce and convention and visitors' bureaus. These organizations will use their awarded grant dollars to promote cities, towns and regions of the state as tourist destinations. Program elements will include print and electronic advertising, brochures, travel shows, direct mail, industry research and the creation of interactive websites. For more information on ITC Grant programs, including the ITC Grant Application, Handbook and Logo Guidelines, visit tourism.idaho.gov.

FY11 GRANT AWARDS

Post Falls Chamber	Beak Lake Valley CVB
Greater Sandpoint Chamber	Greater Pocatello CVB
North Idaho Tourism Alliance (NITA)	Snake River Territory CVB
Coeur d'Alene Chamber	Teton Valley Chamber
Moscow Chamber	Lost Rivers Economic Development
Grangeville Chamber	Yellowstone-Teton Territory
North Central Idaho Travel Association (NCITA)	Sun Valley Ketchum CVB
Salmon River Chamber	Stanley-Sawtooth Chamber
Lewiston Chamber	Salmon Valley Chamber
Kamiah Chamber	Hailey Chamber
Mountain Home Chamber	Idaho RV Campgrounds Association (IRVCA)
Southwest Idaho Tourism Association (SWITA)	Idaho Outfitters & Guides Association (IOGA)
Downtown Boise Association	Idaho Ski Area Association (ISAA)
McCall Chamber	Idaho Bed & Breakfast Association
Boise CVB	
Idaho Cutting Horse Association	
Southern Idaho Tourism	
Pioneer Country Travel Council	



INFORMATION PROGRAMS

WEBSITES & INTERACTIVE

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Developing and maintaining travel-focused online resources is of critical importance in this 24/7 age. A total of ten different tourism sites are currently online and marketed using industry best practices including search engine and keyword optimization and social marketing. These include mass-marketed consumer sites and a variety of “mini-sites” to specialty markets and activities.

All ten sites are served by information from three key databases of Idaho lodging, events, and attractions. This helps provide consistency across all sites when consumers search any of them. The databases themselves are continually updated via [updateidaho.com](http://updateidaho.com), a database management tool providing 24/7 access by the Idaho Division of Tourism Development and members of Idaho’s travel industry. All sites are hosted in secure web environments and sites are tracked and monitored on demand via Google Analytics.

E-mail promotions and e-newsletters have become effective tools to communicate with consumers and the industry. Adventures in Living, the Division’s consumer e-newsletter, is distributed monthly. The Idaho Film Office distributes an e-newsletter catered to Idaho film industry professionals. The tourism industry also receives the TourNews e-newsletter, which includes critical updates and new marketing tools.

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www.visitidaho.org

The flagship website for consumers wanting to learn more about traveling to Idaho, featuring the most robust information available about Idaho attractions, accommodations, events, and more. Includes landing pages for winter and cruising the loop.

www.sledtherockies.com

Tri-State Snowmobiling site, shared with Montana and Wyoming.

www.lewisandclarkidaho.org

Official Lewis & Clark site for Idaho.

www.filmidaho.com

Idaho Film Office website provides crew, equipment and support service listings, plus many contact and permit information sources.

www.greatidahogetaway.org

Campaign microsite for Adventures in Living.

www.idahogolftrail.com

Landing page supporting the Idaho Golf Trail.

www.rvidaho.org

Online version of the existing Idaho RV Campgrounds Directory developed with the cooperation of the Idaho RV Campgrounds Association.

www.updateidaho.com

Portal for information updates for Idaho lodging, attractions and events.

www.idahobyways.gov

Official site for Idaho Scenic Byways developed and maintained in conjunction with the Idaho Transportation Department.

www.tourism.idaho.gov

The Division of Tourism Development’s industry website, with information about ITC and its members, grant program updates, Division staff contact information, plus industry research, sales leads, event listings news releases and marketing tool kits.

Branded Social Media Platforms

YouTube, Facebook, LinkedIn, Flickr and Twitter.

Other Marketing Tools:

- online itineraries on everlater.com
- id.reel-hub.com (online image management system for videos and photos)

INFORMATION PROGRAMS

TRAVEL PUBLICATIONS & INFORMATION CENTERS

Other than word-of-mouth, printed travel guides, maps, and brochures continue to serve as valuable off-line tools for travel planning. Compared to online resources, the value in travel collateral is the ability to show high resolution photography of Idaho destinations, provide stronger narrative and cater to specific audiences or activities.

The Idaho Travel Guide is the primary printed response piece for travelers to Idaho and is the definitive source for information, events, and lodging in Idaho. It is divided into seven regional sections with city lodging information, an outdoor adventure section and a winter section. As demand for travel information from the state's website has ballooned in recent years, demand for the printed Travel Guide has been holding steady. Requests for the Travel Guide also come through All West Call Centers who collect valuable lead information and distribute the Guide to consumers. 140,000 units will be printed in 2011. In addition, the printed guide is now available as a complete digital guide for online viewing and sharing with friends at www.visitidaho.org/publications

Idaho has three Visitor Information Centers at its borders. Each center is located on the Interstate Highway system, thereby providing maximum exposure to travelers entering the state by automobile or RV.

- **Huetter Visitor Center**
(Interstate 90, North Idaho)
- **Snake River Visitor Center**
(Interstate 84, Southwest Idaho)
- **Cherry Creek Visitor Center**
(Interstate 15, Southeast Idaho)

The centers are volunteer-operated, and offer a wide mix of travel collateral, kiosks, wayfinding signage, and phone service.

For a complete list of local visitor centers and chamber/visitor bureau locations, please visit www.visitidaho.org

Beyond the Travel Guide, these collateral items are available:

- **RV Directory**
(on behalf of Idaho RV Campgrounds Assoc.)
- **Official Highway Map**
(with Idaho Transportation Department)
- **Idaho Scenic Byways brochure**
(with Idaho Transportation Department)
- **Idaho Golf Trail brochure**
- **Idaho Whitewater Trail brochure**
- **Foreign language brochures**
(Chinese, German, French, Italian, Spanish)
- **Children's brochure:**
"Hello from Idaho, the 43rd State"
- **Museums of Idaho**
- **Lewis & Clark Trail in Idaho**
- **Oregon Trail**
- **Idaho Film Office publications**
- **Ski Idaho**
(Distribution only)



INFORMATION PROGRAMS

PUBLIC RELATIONS & SOCIAL MEDIA



Public relations is a valuable component of the overall 2010-2011 Marketing Plan. Articles and stories about traveling in Idaho strengthen and complement advertising programs by giving valuable third party credibility/validity to the messages being communicated through advertising. The benefit of successful public relations can result in high profile editorial in key consumer travel publications and websites, as well as raising the profile of Idaho tourism across the industry.

The FY11 public relations strategic plan has been developed with a “meet in the middle” methodology, whereby customized information pieces are adapted to fit a variety of audiences. Unlike a “one size fits all” approach, this plan provides information about specific activities and interest and directs it to appropriate audiences (local, regional, national, international).

- Outdoor Idaho (fishing/hunting, boating, mountain biking, hiking, etc.)
- Skiing and Winter Sports
- River Trips and Guest Ranches (including Idaho Whitewater Trail)
- Camping and RVing (including State Parks)
- Golf and Resort Activities (including Idaho Golf Trail)
- City Life
- Historical and Cultural Highlights
- Wine Tours/Culinary Tourism
- Sightseeing (geology, wildlife, Ag tours, etc)
- Scenic Byways/Top 10 Scenic Drives
- Regional media focus targeting 11 western states (including print & social media)
- Demographic “bull’s eye” of baby boomers
- Focus on core Idaho content (seasonal & individual activities, niche markets)
- Seek editorial opportunities via industry-leading tools including HARO, PitchRate, VOCUS, MediaAtlas and Profnet
- Close collaboration with new marketing programs including Adventures in Living, Regal 360 and all media buys

These areas of focus cover content pertinent to all seven travel regions of Idaho, and allow editors and publishers to easily obtain the information about Idaho that fits their journalistic interest, without wading through unwanted material.



Tactical elements of the FY11 plan:

- Development of social media programming/planning online content creation
- Clipping service & media monitors
- Pro-active story pitching, editorial calendar building & tracking
- FAM & Media Tours
- Assistance with collateral items
- Media Relations & press release distribution
- Distribute video content via Tube Mogul & YouTube
- VOCUS System for ad-value tracking
- Sharing photos on Flickr, photobucket and id.reel-hub.com

The Division of Tourism Development also has a strong industry outreach program. Such outreach allows a forum for industry members to share ideas, create partnerships and generally keep abreast of the ITC marketing program.

- Idaho Travel Council meetings held throughout the state
- Idaho Conference on Recreation and Tourism (ICORT)
- Idaho Recreation and Tourism Initiative (IRTI)
- Grant Summit
- Regional visitations and local workshops
- International media relations
- Tourism.idaho.gov website
- E-Newsletters; TourNews (Industry) & Adventures In Living (Consumer)
- Marketing tool kits
- Blog.visitidaho.org



INFORMATION PROGRAMS

IDAHO FILM OFFICE

The Idaho Film Office, as part of the Division of Tourism Development, is responsible for increasing the awareness of Idaho as a location for filming motion pictures as well as television, commercial, industrial, corporate, music video and interactive programming.

GENERAL STRATEGIES

1. Build awareness of Idaho as a progressive site location for any film production.
2. Build capacity and capability of the Idaho Film Office so it can respond effectively to calls.
 - Educational workshops and film festivals
 - Work force development
3. Work with in-state film industry and allied industry suppliers to continue to provide infrastructure support & production facilities for the film industry.
 - Advertising campaign in national industry publications and websites
 - Comprehensive film office website at filmidaho.com
4. Cooperate and partner with other organizations involved with economic development in Idaho so such groups see the film industry as an appropriate sector to solicit for business expansion.
5. Build awareness and support of the Film Office among key in-state constituent groups. Educate these groups to the economic and social benefits of the film industry to the state and local communities.
 - Idaho legislature and other public officials
 - Local chambers of commerce
 - Film industry suppliers in Idaho
 - Ancillary industries which may benefit from film activity
 - Governor's Project 60
6. Distribution of digital content through id.reel-hub.com and other channels.

TARGET MARKET SEGMENTS

TARGET AUDIENCES

1. Independent or small features: Independent filmmakers across the U.S. can also find Idaho's diverse scenery as a primary benefit, but can also be attracted more by the ease of permitting and overall lower cost of doing business in the state.
2. Commercial film production: The same benefits that make Idaho attractive to major studios and independent filmmakers also work for commercial production.
3. New media: Beyond features and commercials produced in Idaho, the state can benefit from attracting the industry to relocate to the state. Examples of companies are video game/software companies, special effects companies, post-production houses and studio production facilities (soundstages).

FY11 Grants Program

For FY11, the Idaho Film Office will organize and implement a new grant program for Idaho film makers. Fund 4-6 grants up to \$5,000 for Idaho projects to enable hands-on worker experience. \$20,000 total program investment.



INSPIRATION PROGRAMS

PRIME & SHOULDER SEASON

The warm weather months between April and November provide an excellent opportunity to develop Idaho's tourism business and expand its image as a sought-after travel destination. This is defined as the Prime and Shoulder seasons, and it's when most people travel and the industry is at its busiest. It's the prime season to gain market share, increase margins and introduce more visitors to the beauty and fun of an Idaho vacation.

People traveling in Idaho during these months also provide a fertile market for winter destinations since the likelihood of winter travel increases among crossover travelers who have experienced Idaho first hand. Further, the entire state and all seven travel regions benefit from travelers visiting our rural towns, back-roads and urban areas during these prime season months; accordingly, the marketing program focuses much of its resources to maximizing travel to Idaho during this time.

The strategy rests on two marketing premises:

1. **Build and sustain an Idaho Image:** Develop a strong and impactful image of value, scenery and water amenities in all media. Show a strong Idaho name identity under the brand: Idaho. Adventures in Living.
2. **"Ask for the order:"** Build messages in all media that demand attention and solicit an inquiry or trip. Use website address and 1-800# in a prominent manner to encourage easy response.

The focus for Idaho's prime and shoulder season campaign is based upon targeting audiences with integrated media solutions that are of interest to them. The campaign is run at a time when potential visitors are actively planning their leisure travel trips for this time.



Lights, camera: are we there yet?

The poster features a family of four (a man, a woman, a young girl, and a young boy) standing in a grassy field with mountains in the background. The woman is holding a camera, and the boy is holding a camera. The girl is holding a sign that says "IDAHO OR BUST". The man is holding a camera. The poster includes the text "IDAHO ADVENTURES IN LIVING" in the top left corner, "ADVENTURES IN LIVING THE GREAT IDAHO GETAWAY PROJECT" in the bottom right corner, and "SEE THE FILM" and "WWW.GREATIDAHOGETAWAY.ORG" in the bottom center.

Follow one great family on a 10-day, 2,200 mile adventure through Idaho's top scenic wonder, exciting recreation, and more. Watch the real-life adventure, get ideas for your own, and order a travel guide.



AWARD-WINNING MAGAZINE PROGRAM CONSUMER PUBLICATIONS TACTICS

The Adventures in Living prime season plan, which started in 2007, was awarded the best print campaign in the 2008 ESTO conference. For FY11, the Great Idaho Getaway campaign will continue to build Idaho's brand and showcase its image.

Additionally, magazines vertically segment target audiences in the 11 Western States to effectively target boomers, families and specific target affinities. With hundreds of options of magazines to advertise, a number of criteria are used to narrow the list of publications. Critical factors of a magazine's audience are analyzed against one another to achieve the most efficient magazine plan. All magazines are screened using filters that reflect the marketing strategy in order to narrow the choices and choose the most appropriate and effective magazines. Additionally a mix of display ads and travel directory placements are used to reach consumers at varying stages in the travel planning process.

Critical mass of target audience: Looking at both reach and composition of the target audience (demography, geography, affinity) ensures that we reach as many qualified people as possible with minimal waste.

Contextual relevancy: Choosing publications that have content relevant to traveling in the western states and the target affinities provides an audience who is in the right state of mind to receive the message and is an indicator of the publication's audience.

Visible/engaging placement: Choosing placements and ad units, both in the magazine and through related media vehicles, that stand out further enhances the message.

Cost efficient: Evaluating publications based on CPM provides and apples-to-apple comparison regardless of circulation. Additionally, any added value provided increases the value of the placement.

Historical performance: Looking at historical inquiries generated provides insight into how a publication may perform in the future.



ONLINE MEDIA TACTICS

The Prime Season Online Plan rests on two major pieces: the combination of search engines and content sites. This combo is like using display and directory ads in the Magazine Program, and each has their own strengths.

Like a travel directory ad, search engines are effective because they reach consumers who are actively in the travel planning process. By purchasing keywords related to Idaho travel or popular Idaho recreation activities, relevant and specific messages can be presented to consumers.

Content sites are similar to large, display magazine ads. As content sites provide huge reach, it is important to use a variety of sites, technologies and sizes to capture user interest. The Department of Tourism will also undertake reputation management programs with industry leaders like Trip Advisor and National Geographic to create additional awareness and exposure. This allows the chance to reach consumers in a variety of different ways, be it through a custom microsite, banner or button units, advertorial, lead generation, or a sweepstakes opportunity.

INSPIRATION PROGRAMS

WINTER

Idaho is a haven for winter activities, including skiing, snowmobiling, snowshoeing, sledding, ice skating, and more. The purpose of the Winter program is to promote Idaho's winter activities in order to increase winter visits. Because winter travel is more difficult, the target geography is more focused. The winter marketing program includes two campaigns; General Winter and Snowmobiling.

Skiing/Snowboarding – The objective of the general winter marketing program is to promote Idaho as a premier destination for winter travel and to showcase the State as a great ski value. To accomplish this, the program will stimulate action by generating visits from non-residents in markets where travelers are concentrated and have the transportation access to Idaho, specifically the Pacific Northwest.

Tactical elements include:

- VisitIdaho.org/winter that markets Idaho's winter activities and travel deals.
- Online Advertising: The online advertising campaign includes a mix of content sites and search engines.
- Print Advertising: An insertion in the January issue of SKI magazine, promoting the sweepstakes. The ad will also include a QR code that allows consumers to easily enter the sweepstakes from their Smartphone.
- Microsite: Most of the winter ads will drive traffic to the microsite where users can enter the sweepstakes and view video content of "Shred."
- "Shred" Campaign: In-market visual display installation and event at Bellevue Square during November 2010, in addition to partnership with Sturtevant's, a retail store also in Bellevue.



Snowmobiling – The snowmobile marketing program leverages marketing dollars from in-state co-op partners and neighboring partner states to create a more robust program than any partner could execute alone. The program is designed to raise awareness of Idaho and the Intermountain West as a premier snowmobiling destination. The effort is directed to markets in the upper Midwest and Pacific Northwest. Additional focus will be made to the Island Park area to counter the pending Yellowstone restrictions.

- Tri-State "Sled the Rockies" Co-op: Idaho's \$36,000 investment in this program gets a value of three times as much when matched with Wyoming and Montana's \$36,000 contributions. Co-op consists of an integrated campaign including online marketing, website development, and contest/incentive fulfillment.
- In-State Co-op: Comprised of co-op dollars from ITC grantees, this online lead generation program is designed to promote specific Idaho snowmobiling destinations. Those destinations receive qualified consumer leads for their own marketing/fulfillment.



sledtherockies.com



skiidaho.us

INSPIRATION PROGRAMS

IN-STATE MARKETING

While stimulating domestic and international tourism into the state, generating in-state tourism is also important as markets become more prominent, demographics change as the overall industry grows and matures. A reminder message to this influx of new Idahoans is to “play in their own backyard” and to “explore the state they call home.” In-state marketing programs are supported in part by the ITC Grant Program, as well as with partnerships including the Idaho Recreation and Tourism Initiative (IRTI). The State Program contributes to this in-state communication effort in a variety of ways, including PR, social media and through supplying Great Idaho Getaway content to regional organizations.

INSPIRATION PROGRAMS

SPECIAL EVENTS & SPORTS MARKETING

Hosting or sponsoring large-scale events can generate nationwide exposure for Idaho. It can also help lure future events that will make an economic impact to the state. The Division provides assistance to events that have a high probability of exposure for Idaho. They attend conferences and trade shows that focus on sporting events, disseminates potential event leads to local chambers and CVBs, and works with communities to attract and host events that are beneficial to their communities.

- ALBERTSONS BOISE OPEN
- IRONMAN COEUR D'ALENE
- IRONMAN 70.3-BOISE



INSPIRATION PROGRAMS

RV & SCENIC BYWAYS

Idaho is known for its scenic beauty and its outdoor recreation opportunities, so it's natural to promote these attributes to users of RV's and campers. Several audience segments are heavy users of the state's public and private campgrounds and come to our state throughout the prime season.

Unlike families with children present, many boomers travel during the spring and fall shoulder seasons providing the states travel industry with needed revenues when they have availability. As more and more boomers move into their retirement years, the growth in the use of RV's and campers is projected to be steady.

- Promote the RV Idaho Guide as hard-copy brochure and PDF download
- Market the Adventures in Living Campaign to national RV organizations, including the GORVing Coalition
- Advertise in Western and National RV magazines
- Include Idaho RV content in social media campaigns, including posting photos and videos
- Partner with the Idaho RV Campgrounds Association on other marketing and editorial opportunities
- Host content on www.rvidaho.org and create RV and camping content on blog.visitidaho.org
- Continue to support Idaho RV and Public Lands Campgrounds content on www.updateidaho.com and www.visitidaho.org



FY11 MEDIA OPPORTUNITIES

- CAMPING LIFE
- TRAILER LIFE
- HIGHWAYS
- FAMILY MOTOR COACHING

INSPIRATION PROGRAMS

INTERNATIONAL MARKETING

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The state's International Marketing program seeks to expand the number and duration of international visitors to the state. The program works by cooperating and leveraging dollars with surrounding states in selling Idaho as part of the lure of the American West's culture and physical environment.

### Tactical Elements:

- Participation with three western states including Montana, Wyoming and South Dakota in Rocky Mountain International (RMI) to promote Idaho to Europe (UK, Germany, Italy, France, Netherlands), Australia and Scandinavia. Participation also includes national cities including Denver, Salt Lake City and Minneapolis.
- Work with existing Idaho trade offices, VisitUSA Committees, US Travel Association and US Commercial Service offices to increase the number of international visitors to Idaho.
- Attend missions, trade shows and tours that focus upon international travelers, disseminating leads to Idaho suppliers.
- Host familiarization trips and marketplaces to promote Idaho firsthand to tour operators, travel writers/bloggers and media.
- Provide leadership and education to the private and public travel industry in Idaho about the value of developing international business.
- Update international marketing content available on [commerce.idaho.gov](http://commerce.idaho.gov), [www.rockymtnintl.com](http://www.rockymtnintl.com) and [www.discoveramerica.com](http://www.discoveramerica.com) for constant access.
- Host GoWest, Feb 2011, Boise

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INSPIRATION PROGRAMS

Co-op MARKETING PROGRAMS

The task of building awareness of travel to Idaho is a formidable one and the resources available are limited. Therefore, an integral component of the overall marketing strategy is to partner with entities that have similar need and market objectives. Partnering provides significant advantages beyond the obvious of budget efficiency.

- It gives the State's message exposure in venues that would have otherwise been missed.
- It enhances the state's overall brand by providing a more holistic view of Idaho's travel product.
- It provides a forum for other travel service providers in the state to build upon the state's campaign at a low cost.
- It provides a higher level of media impressions for the state's identity.
- It allows the state message to be blended with others for a more comprehensive view of this region of the country.

Co-op Program	Partners	\$ (Idaho)	\$ (Partners)	\$ Total	Components
Tri-State Snowmobile	ID, MT, WY	30,000	60,000	90,000	Internet & online advertisement campaign, sweepstakes contest
In-State Snowmobile	Various chambers & travel organizations	-	18,000	18,000	Online lead generation program
Idaho Travel Guide	Various advertisers	158,000	100,000	258,000	4-color printed & online guides
Prime Season Magazine Co-op	Various public & private destinations in Idaho	40,000	40,000	80,000	Magazine advertising
Rocky Mountain International	ID, MT, WY, SD	234,560	1,258,000	1,492,560	Foreign offices, trade show participation, Film Tours
 Total: \$467,560 \$1,476,000 \$1,938,560					



TRAVEL PARTNERS

The travel intermediary market is a valuable segment for the continued growth of Idaho tourism and is served through the Division by providing information to third party gatekeepers who give recommendations, provide assistance, and book trips for consumers. These gatekeepers include:

- Travel Writers
- Group Tour Operators
- Meeting and Convention Planners
- Travel Agents

Tactical Elements:

- Gives high priority to the regional grant program that addresses the travel intermediary market in an efficient manner.
- Provides leadership in organizing and managing statewide or regional efforts to stimulate awareness of Idaho directly to intermediaries.
 - Familiarization Trips
 - Media Tours
 - Media Blitz
 - Trade Shows
- Develops information about Idaho that will assist intermediaries in their recommendations.
 - Tour Idaho online group tour manual
 - Idaho meetings organization
- Maintains an events database to assist Idaho's travel industry to reach travel intermediaries.

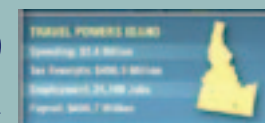


MARKET RESEARCH

Primary and secondary research is invaluable to the travel industry because market dynamics continue to change and consumer behavior can quickly shift. For tourism, market research can be used in a variety of ways, including:

- Economic Impact Studies
- Traveler Profiles / Motor Vehicle Surveys
- Traveler Attitudes and Awareness
- Segmentation Studies
- Message Testing
- Travel Impact International
- Customer Analysis & Identification
- On-demand online Survey Monkey tactics (Travel Guide, Customer Service)

For FY11, the Division of Tourism Development will continue to use the Longwoods Travel USA research study from FY09. In addition, the Division has allocated \$45,000 for a new economic impact study, which will provide an analysis of the economic impact of tourism to the state.



FYII BUDGET SUMMARY



I Year-Round Program

Public/Industry Relations:	\$73,000
Education/Research:	\$45,000
Year-round Promotions/Partnerships:	\$128,300
Total, Year-round:	\$246,300

II Information Delivery

Fulfillment:	\$235,000
Websites and Subscriptions:	\$163,800
Total, Program Operations:	\$398,800

III Advertising & Promotion

Advertising:	\$1,100,000
Travel Guide:	\$158,000
Winter Program:	\$190,000
E-mail Marketing:	\$26,000
Sled the Rockies	\$36,000
International:	\$433,696
Other Promotions:	\$55,300
Other Publications:	\$29,500
Total, Advertising and Promotion:	\$1,594,800



TOTAL FY11

Statewide Budget: \$2,239,900

Idaho Travel Council Grants Awarded: \$2,527,294